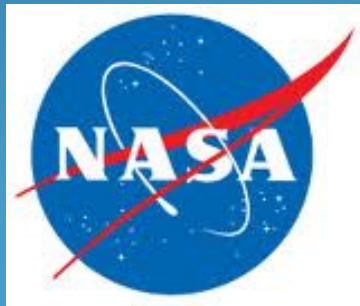


Libraries on the Go Mobile Websites and Apps

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Jet Propulsion Laboratory, California Institute of Technology

NASA IT Summit, August 15, 2011



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Outline

Trends on going mobile

Mobile web sites vs. apps

Examples from publishers/societies

JPL mobile website

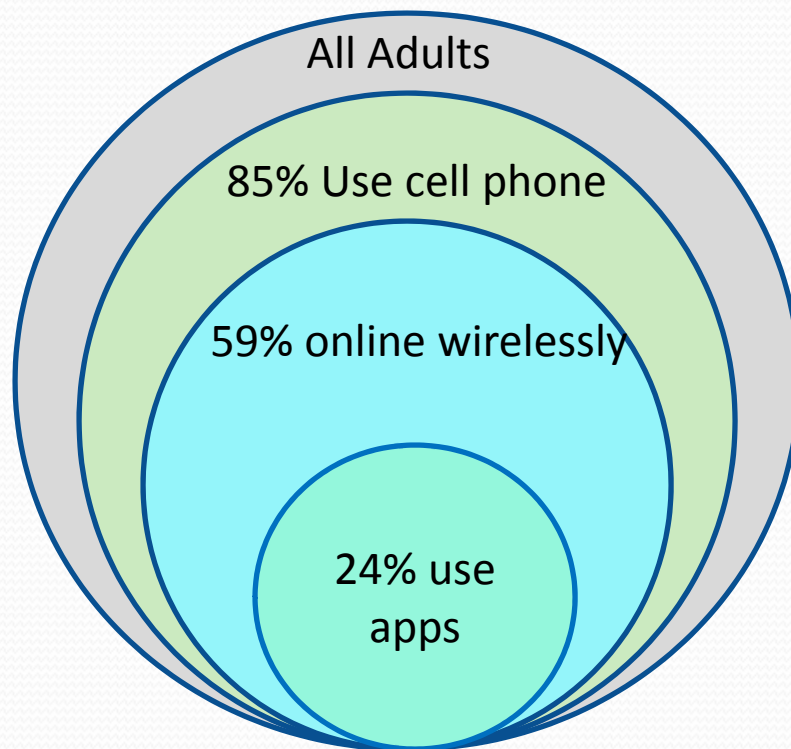


Trends

“Go mobile or get left behind”

- 25% waking hours on mobile devices
- 63% information management functions doing nothing to support handheld devices
- “Top 10 Information Management Predictions for 2011”,
Outsell, Dec 2010

❖ More and more people are using mobile devices to access the Internet



- Of all adults (18+), 85% use a cell phone
 - By ages:
 - 18-29: 89%
 - 30-49: 69%
 - 50-64: 49%
 - 59% online wirelessly
 - Including laptops
 - 24% use apps
- Pew Internet and American Life Project, Reported March 2011



What type(s) of mobile devices do you have?

(Can choose more than one)

- | | |
|---------------------|-------------------------|
| 1. iPhone | 5. iPad |
| 2. Android phone | 6. Android based tablet |
| 3. Blackberry | 7. Other tablets |
| 4. Other cell phone | 8. None of above |



What do you use your devices for?

(Can choose more than one)

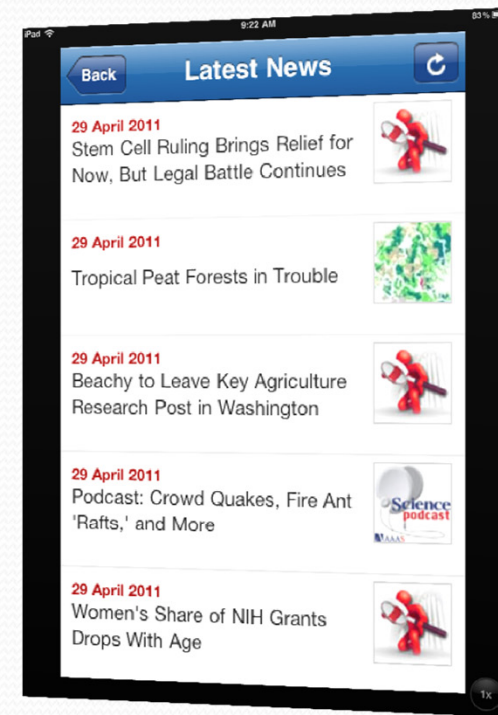
1. Make and receive phone calls
2. Text message
3. Receive and send emails
4. Take pictures
5. Play games
6. Watch movies or videos
7. Try and evaluate apps
8. Develop apps
9. Read news, web pages
10. Read professional articles, papers, books

Web sites vs Mobile site vs Apps

An invention has to make sense in the world it finishes in, not in the world it started.

[Tim O'Reilly](#)

Traditional web site vs mobile website



- Longer, richer media on one page for laptop and desktop computers

- Short, context-based, specific interactions on mobiles (m-web, apps);

High Level Considerations

Mobile web sites

- Available to all devices
- Server detects requesting device and displays mobile site
- Simple navigation
- Point back to full site

Apps

- Device specific (iPhone, iPad, Droid, etc.)
- Distributed via devices' store or market
- One App on multiple devices:
 - Kindle for iPad, PC, Mac, etc.
- One App One Purpose
 - YouTube, Facebook, games

What Do Publishers Have?

Learn from their examples

New roles for information professionals:

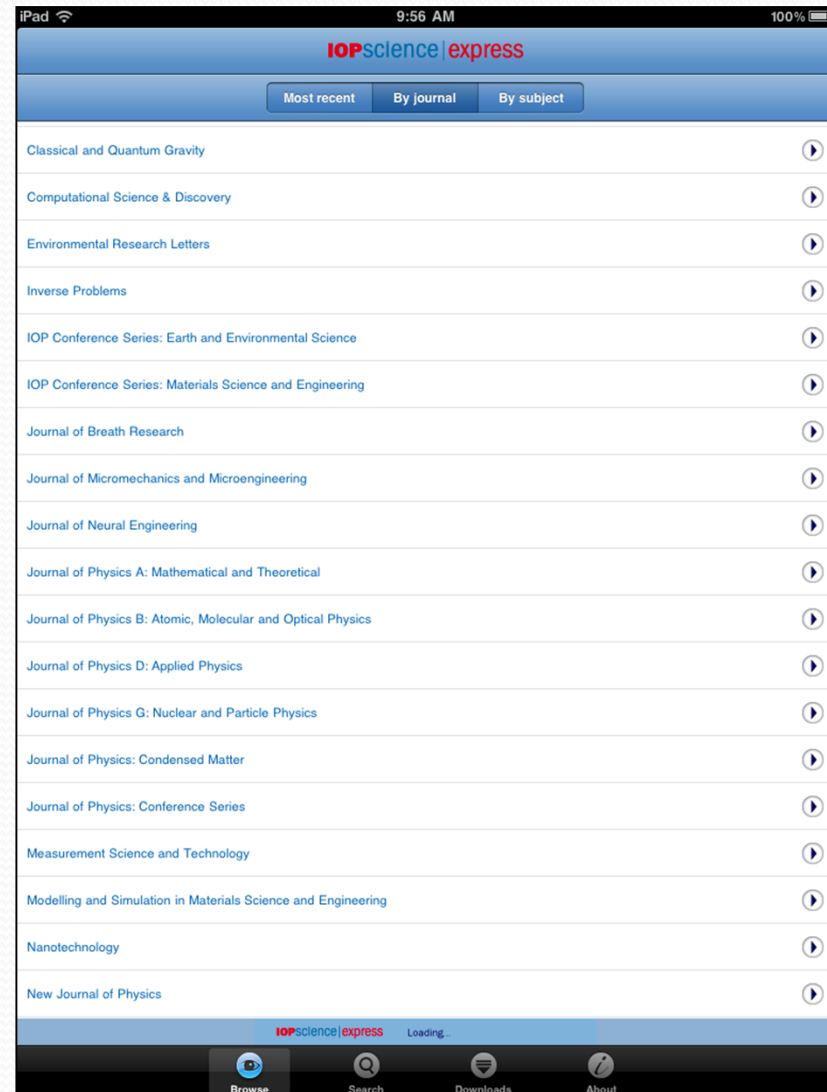
- Trusted experts and curators of apps

- Collaboration between librarians and IT staff

- Develop mobile sites or apps together

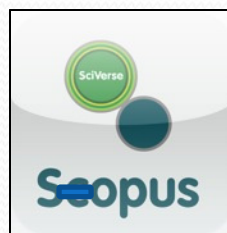
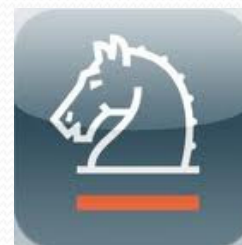
Institute of Physics (IOP) app

- Free app
- 20 full text articles per month for anyone, no institutional subscriptions required!



“Library Friendly” apps

- Free apps
- Free browse, search, abstracts
- Need institutional subscription to download full text
- ACS app costs \$4.99 to download
- Science selected free articles



Need Individual Subscriptions

- App may be developed by 3rd party vendor

- Harvard Business Reviews case study:

HBR Reads: free app, individual subscription to HBR

HBR Today: \$2.99 app, access to the HBR web site, no scholarly articles

HBR Tips, HBR Stat: free apps, free short articles refer to full articles in HBR



Mobile web sites

- IEEE Xplore

<http://ieeexplore.ieee.org/mobile/>

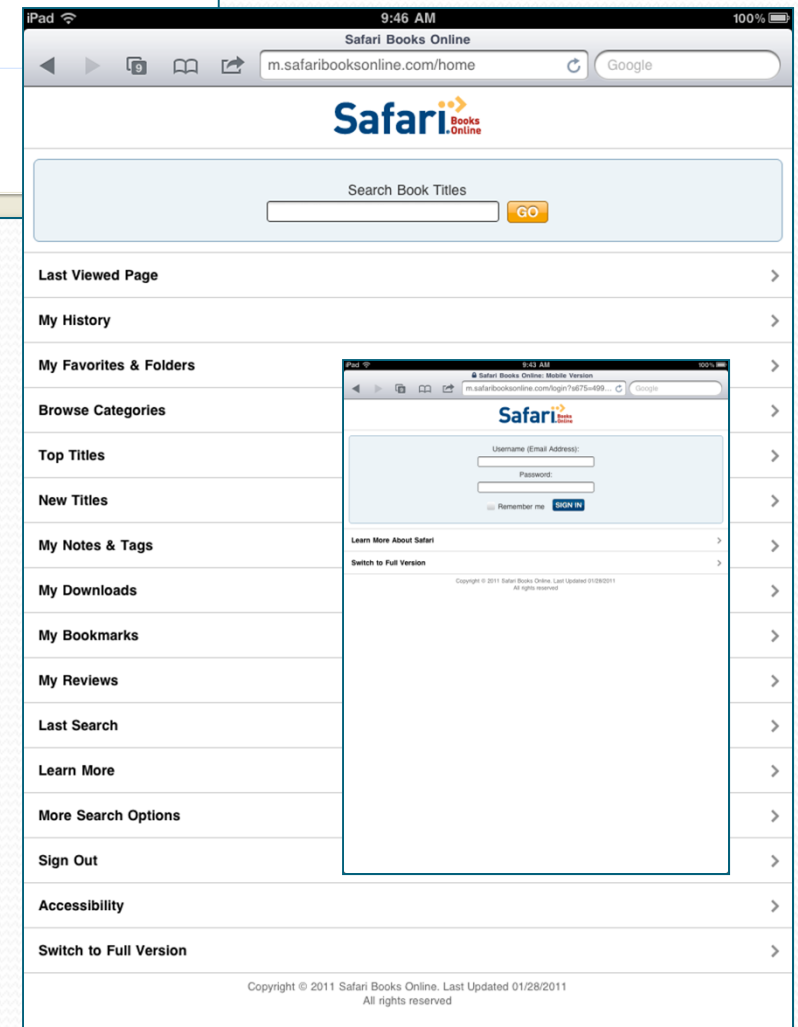
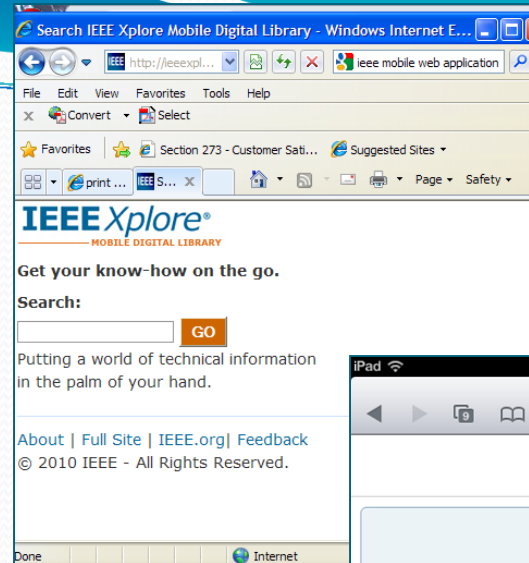
Search, browse, email references by anyone

Need subscription for full text

- Safari Books Online

<http://m.safaribooksonline.com/login>

- Safari To Go: Safari app released in May 2011



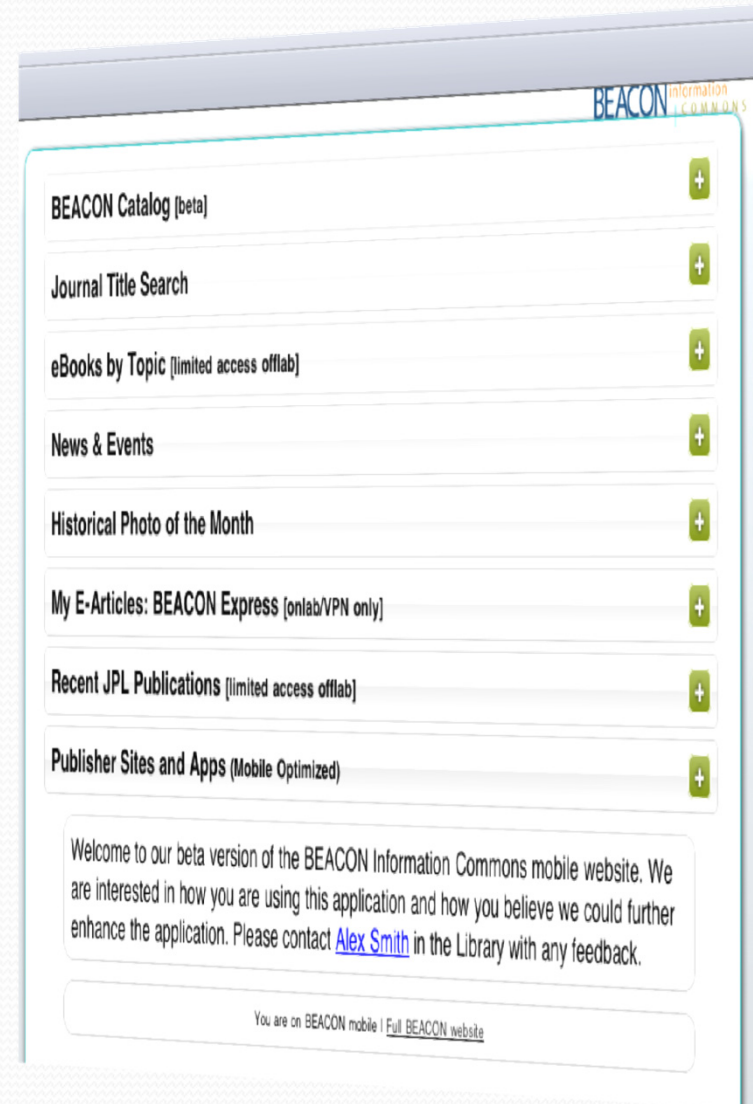
JPL Library Mobile Site

<http://beacon.jpl.nasa.gov/m>

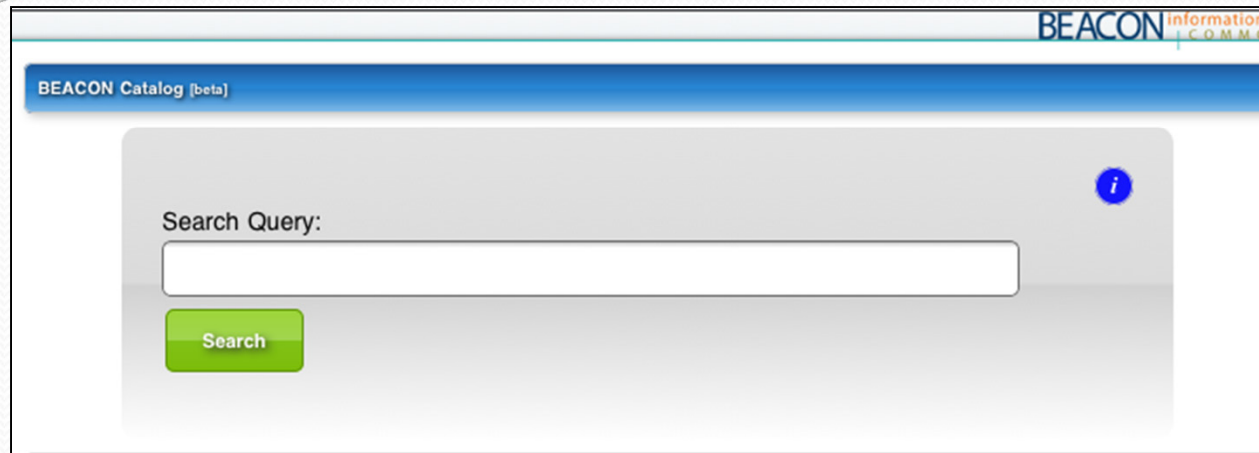
Technical guru: Alex Smith

Alexander.smith@jpl.nasa.gov

JPL Library Mobile Web Site



Search box for library catalog



BEACON information COMMONS

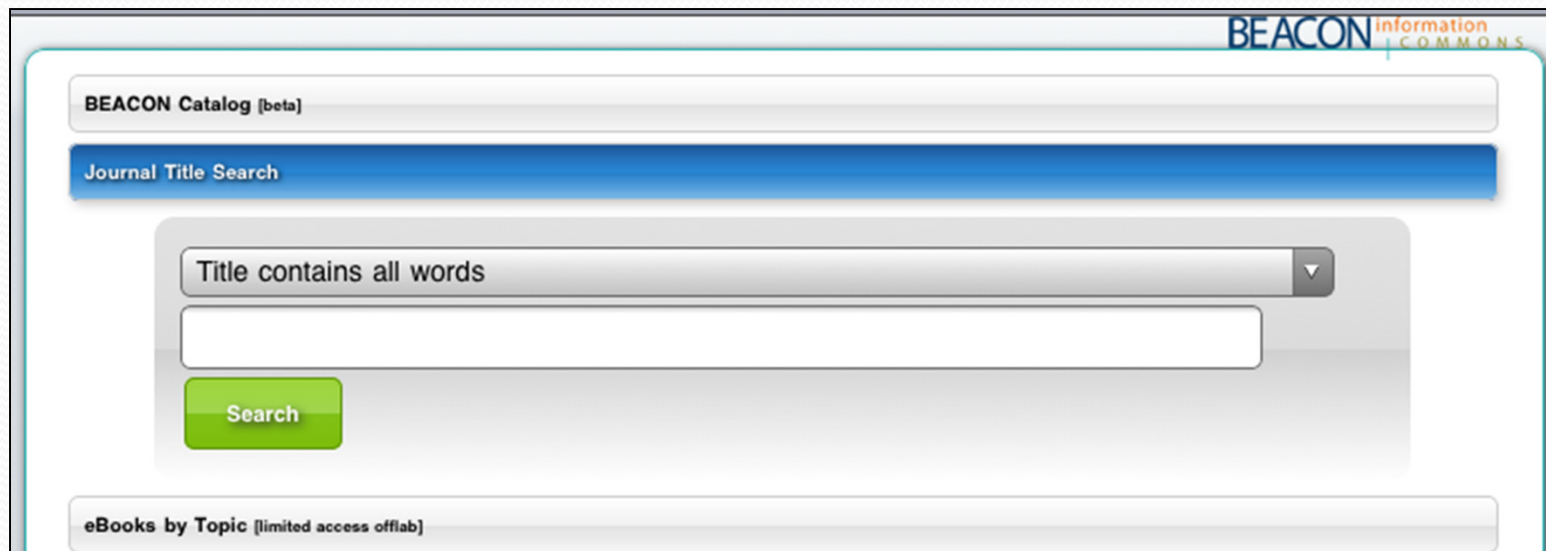
BEACON Catalog [beta]

Search Query:

Search

This screenshot shows the main search interface of the BEACON Catalog. It features a blue header with the 'BEACON information COMMONS' logo. Below the header, a blue bar identifies the section as 'BEACON Catalog [beta]'. The central area is a light gray box containing a 'Search Query:' label, a text input field, and a green 'Search' button. A small blue circular icon with a white 'i' is located in the top right corner of the search box.

Search box for Journal A-Z List



BEACON information COMMONS

BEACON Catalog [beta]

Journal Title Search

Title contains all words

Search

eBooks by Topic [limited access offlab]

This screenshot displays the 'Journal Title Search' section of the BEACON Catalog. It includes the same blue header and 'BEACON Catalog [beta]' bar. A blue bar labeled 'Journal Title Search' is prominent. Below it, a gray box contains a dropdown menu set to 'Title contains all words', a text input field, and a green 'Search' button. At the bottom of the interface, a gray bar indicates 'eBooks by Topic [limited access offlab]'.

eBooks by Topic:

- Tag ebooks via del.icio.us
- eBook access via IP authentication
- Mobile site display a list of tags
- Tag lead to list of book titles
- Email the list back oneself
- Access ebooks within JPL Network

eBooks by Topic [limited access offlab]

ai-robotics

antennas

artificial-intelligence 

[A Concise Introduction to Multiagent Systems and Distributed Artificial Intelligence](#)

[Advanced Intelligent Computing Theories and Applications. With Aspects of Artificial Intelligence](#)

[Advances in Brain, Vision, and Artificial Intelligence](#)

[Ambient Intelligence](#)

[Bio-Inspired Computational Intelligence and Applications](#)

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[Fundamentals of the New Artificial Intelligence](#)

[Intelligent Autonomous Robotics: A Robot Soccer Case Study](#)

[Markov Logic: An Interface Layer for Artificial Intelligence](#)

[Progress in Artificial Intelligence](#)

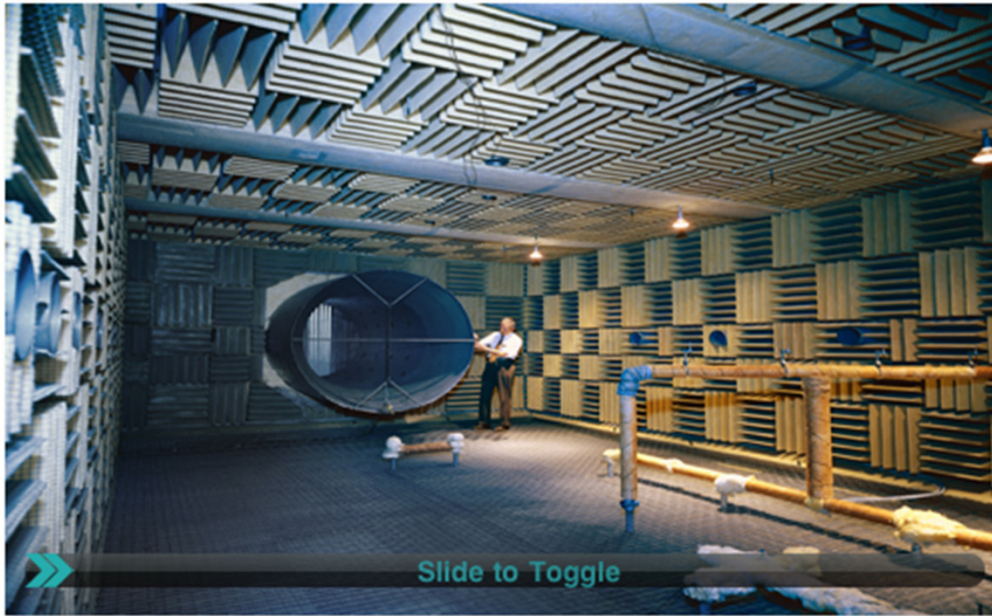
[Web Intelligence Meets Brain Informatics](#)

astrobiology

astronomy

circuits

Historical Photo of the Month



Toggle bar to show description of the photo.

This aerodynamic noise facility, also called an anechoic chamber, was used to study the noise generating mechanisms in supersonic and subsonic jets in the early 1970s. It was in building 57 (which no longer exists) located next door to the wind tunnel that was in building 79 at the time. The large round opening in the wall is an exhaust silencer inlet. Standing next to it is Paul Massier, co-author of a technical report about this chamber. On the right is a support structure for microphones. Fiberglass wedge blocks cover the ceiling and walls, which were mostly reinforced concrete. Spaces were left open to allow for observation windows and instruments to record test data. There were also openings in the walls that allowed air to flow into the chamber to replace the air forced out during tests. For more information about the anechoic chamber or about the history of JPL, contact the JPL Archives for assistance. [Archival sources: An Anechoic Chamber Facility for Investigating Aerodynamic Noise, September 15, 1972, Technical Report 32-1564; Map from January

Q & C

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